



KSHB-TV

ORDER

Print Date 11/01/12 Page 1 of 2

Flight Dates **10/02/12-10/08/12**

Contract / Revision **309326 /**

Original Date / Revision
10/31/12 10/31/12

Advertiser **Martin / Republican / Attorney**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Ed Martin for MO Att. General 10/2-

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C02C08**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 100% Market Value 9950

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	37	\$8,457.50	\$9,950.00	0.00	10/01/12	10/08/12	37	\$8,457.50	\$9,950.00
Totals	37	\$8,457.50	\$9,950.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	10/02/12	10/08/12	M-F 4-430p Jeopardy	CM	4-430p	-----	:30	0	\$125.00	P-3	0.00 NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-1111--					4	\$125.00		0.00		
Week:		10/08/12	10/14/12	-----					0	\$125.00		0.00		
2	KSHB	10/02/12	10/08/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$150.00	P-3	0.00 NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-1211--					5	\$150.00		0.00		
Week:		10/08/12	10/14/12	1-----					1	\$150.00		0.00		
3	KSHB	10/02/12	10/08/12	Nightly News Nightly News	CM	530-6p	-----	:30	0	\$700.00	P-3	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KSHB	10/02/12	10/08/12	Nightly News Nightly News	CM	530-6p	-----	:30	0	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--1-1--		2				\$700.00		0.00			
	Week:	10/08/12	10/14/12	1-----		1				\$700.00		0.00			
4	KSHB	10/02/12	10/08/12	M-F Late News M-F Late News	CM	10-1035p	-----	:30	0	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1111--		4				\$400.00		0.00			
	Week:	10/08/12	10/14/12	1-----		1				\$400.00		0.00			
5	KSHB	10/02/12	10/08/12	M-F 630-7p M-F 630-7p	CM	630-7p	-----	:30	0	\$340.00	P-3	0.00	NM	4	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1111--		4				\$340.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
6	KSHB	10/02/12	10/08/12	Friday Prime B Grimm	CM	8-9p	-----	:30	0	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----1--		1				\$500.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
7	KSHB	10/02/12	10/08/12	Friday Prime C Dateline	CM	9-10p	-----	:30	0	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----1--		1				\$350.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
E 8	KSHB	10/02/12	10/08/12	Saturday Prime C L&O SVU	CM	9-10p	-----	:30	0	\$250.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----1-		1				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	10/01/12-10/07/12	Saturday Prime C		9-10p	-----Sa--	:30		(\$250.00)		0.00	NM		
			Credited												
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
9	KSHB	10/02/12	10/08/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-TWTF--	:30	1	\$120.00	P-3	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--		2				\$120.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
10	KSHB	10/02/12	10/08/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	12111--	:30	6	\$125.00	P-3	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	12111--		6				\$125.00		0.00			
11	KSHB	10/02/12	10/08/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	11111--		5				\$250.00		0.00			
Totals														37	\$9,950.00